



National Aeronautics and Space Administration
Goddard Space Flight Center

Wallops Flight Facility, Wallops Island, Virginia

Inside Wallops

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Policy Regarding the Use of Logos

Logos are an important part of an organization's public image. Common sense and standard industry practice dictate that maximum public impact can only be obtained through the consistent use of a single, recognizable logo.



NASA is fortunate to have a logo (the NASA Insignia, more commonly referred to as the "meatball") that is readily identified by the public. However, its impact is being diluted by the use of program logos, project logos, office logos, and Center logos. Every time a different logo appears, the power of the "meatball" is diminished and the Agency misses an opportunity for public recognition. In addition, the general public does not recognize program, project or office logos. This has been a particular problem on spacecraft and NASA hardware, which are highly visible in the media. Rule number one in any corporate identity class is to have one recognizable logo.

In order to maintain a unified look, the NASA Headquarters, Office of Public Affairs has developed the following simple guidelines:

- 1) Astronaut mission logos are an important part of NASA activities. They should continue to be used as they have been, since they are an established form of visual identification for a particular mission. However, in terms of media awareness and overall visibility to the public, the use of the "meatball" should take precedence over the use of mission logos.
- 2) Program and project logos can be used internally as team-building efforts. They should not appear in any type of NASA publicity, commercial merchandise, external publications, or on any hardware, vehicles, or spacecraft.
- 3) Center logos, which have never been officially recognized as Agency identifiers, are only to be used for efforts that are Center specific. The "meatball" should be used to represent efforts involving more than one Center.
- 4) When the Center logo appears, the "meatball" should appear beside it. Alternatively, Centers may use the "meatball" with simple Helvetica type underneath displaying the Center's name. For more information, see the NASA Graphics Standards site under

Center Identification at <http://www.hq.nasa.gov/office/pao/insignia/>

5) Office logos should not be used as Agency identifiers. Therefore, they should not appear on hardware, vehicles, or spacecraft. If there is a need to identify a certain office, the "meatball" should be used with the office name underneath, according to NASA graphics standards. For more information, see the standards Web site under Program Office Identification at: <http://www.hq.nasa.gov/office/pao/insignia/>

6) The NASA Seal is reserved for the Administrator's use only and on literature containing his signature (such as awards and certificates). It is not to be used as the primary Agency identifier, except on NASA flags.

Refer any questions you may have to Bert Ulrich, Headquarters, Public Affairs Office at (202) 358-1713.

Wallops Employee's Daughter Among NASA Scholarship Winners

Katie Lee Hancock, daughter of David W. Hancock, III, Observational Science Branch, was one of six students selected to receive a 2000-01 scholarship from the NASA College Scholarship Fund, Inc. Hancock plans to major in Zoology as a pre-veterinarian this fall at Virginia Tech to pursue a career as a wildlife veterinarian.



Photo by Tom Burton.

Arnold Torres (right) presents the NASA Scholarship to Katie Hancock, daughter of David Hancock (left).

Hancock graduated in June from Snow Hill High School. She ranked first in her class of 86 and received an SAT of 1360. Hancock received straight A's throughout high school and was enrolled in five advanced placement or accelerated math and science classes.

She has received numerous academic honors including Maryland Distinguished Scholar Semi-finalist, University honors Band, State Math Competition, Minds in Motion, Alternate

Wallops Shorts.....

Balloon Launch

A NASA scientific balloon was successfully launched from Lynn Lake, Manitoba, Canada on Aug. 10.

The 39.57 million cubic feet balloon carried a cosmic and heliospheric physics experiment to a float altitude of 125,000 feet (38.1 kilometers).

The principal investigators were Dr. Johathan Ormes, NASA Goddard Space Flight Center and Dr. Shugi Orito, KEK-Japan. Total flight time was 47 hours, 23 minutes.

Fire Department Responses

August 4 - 10

Aircraft Stand-bys — 18

Fire Alarms — 1

Ambulance Calls — 0

Mutual Aid Assistance — 0

Wallops ISO Periodic Audit

August 21-22

Representative for High School at Board of Education, First Place in local science fair and first in High School Math Club Competitions. She also was captain of varsity soccer, basketball and softball teams and class treasurer. Hancock's other school activities included Odyssey of the Mind, Math Club, Foreign Language Club, Mu Alpha Theta Math Club, and Society of Christian Athletes. She participated in service projects, adopt a highway program and other cleanup activities and the community band.

The five other scholarship winners were: Derek Kato Juang, son of Jer-nan Juang, Langley Research Center; Natalie Teresa Yip, daughter of Long Yip, Langley Research Center; Karen Marie Ruff, daughter of Rudolph Ruff, a Marshall Space Flight Center retiree; Justin Montenegro, son of Justino Montenegro, Marshall Space Flight Center; and Joyce Elizabeth Stuckey, daughter of Ronald Stuckey, NASA Headquarters.

NASA College Scholarships are restricted to dependents of NASA employees who are planning to major in science or engineering. This year 69 eligible applications were received for the \$2,000 scholarships that are renewable up to \$8,000 over 6 calendar years. The NASA College Scholarship Fund, Inc., is a 501 c (3) corporation eligible to receive support from the Combined Federal Campaign.

Cool July Showers

by Bob Steiner, Meteorologist

What can be said about the weather during July? No one seems to remember a July without constant heat and humidity, and where did the rain come from?

The average temperature for July was about three degrees below average.



We experienced 24 days with below average temperatures. On three days temperatures were as much as 10 degrees below normal. The warmest day during July was on the 10th with a reading of 90 degrees. The coolest morning temperature, 55 degrees, was recorded on July 8. As could be guessed, no record temperatures were set or tied.

Measurable rain fell on 14 days during July compared to the average of 10 days. Total rainfall for July was 1.79 inches above normal at 5.24 inches. The most rainfall recorded during a 24-hour period was 1.91 inches on July 19-20.

We can look forward to cooler temperatures as Labor Day approaches.

The average daily temperature at the beginning of September is in the low 80s and falls to the low 70s by the end of the month. The record high temperature for September is 96 degrees set on Sept. 11, 1983. The record low is 40 degrees and occurred Sept. 30, 1970.

Look for 7 days with measurable precipitation in September for a monthly average of 3.52 inches.



Summer is rapidly passing us by, and we are still looking for our first tropical storm. September should end our wait, if we are fortunate enough not to experience one during August. Tropical storm activity usually picks up in September. Now is the time to ensure you have the emergency supplies needed to get through a day or two should a storm situation arise.

Although summer is officially over on Sept. 21, it's usually a very good month for beach activities, boating and sunbathing. Keep in mind, you can still get a nasty sunburn.

Handling Negative Emotions in the Workplace

August 17, 2000
11 a.m.
Bldg E2, Williamsburg Room.

For information call Employee Assistance Program Office, x66-4600.

SHARP 2000 Students



PAO digital photo.
(left to right) Philip Baldwin, Juan Avila, Jo Young, and Mitchell Nedab

Thank you!

Thanks to the following employees who were mentors for our summer students: Joel Simpson, Mike Hooks, Dave Wilcox, Peter Turlington, Doug Vandemark, Magdi Said, Monica Borowicz and Vicky Allen.

Sympathy is extended to the family and friends of
Ray Beasley
who died August 2, 2000
Beasley retired from NASA Wallops Flight Facility as a Real Property Accountability Officer.

“Growing in Place”—
Identifying the Career Growth Opportunities in Your Present Job
August 30, 2000
11:30 a.m. to 1 p.m.
Bldg. F6, Room 213

This Lunch & Learn is for participants who are experiencing “Career Unrest” or feeling “Career Stuck” and seeking opportunities for career growth in their current position.

- Objectives:
1. Assess your current career-life passion level
 2. Identify the motivational power of your work situation
 3. Preview a video on “Growing in Place”
 4. Target the growth factors within your current job
 5. Align career goals with business objectives
 6. Prepare an action plan for next steps

Audience:
All Government employees.

Space Club Scholars



PAO digital photo.
(left to right) Erin Hall, Sidrah Admad, Sarah Caldwell, and Joseph Boggs

CSRS/FERS Retirement Planning Workshop
August 28-30, 2000
9 a.m. - 4:30 p.m.
Building E-2

This workshop is designed for federal employees who are three to five years from retirement or retirement eligible employees and their spouses

The workshop will highlight the foundations of benefits available within Federal Service and explore options to maximize them. All aspects of FERS, Trans-FERS, CSRS, CSRS-offset employee programs will be examined. A common sense approach to financial planning will follow explaining how to take the fear out of financial planning and how to become a wise financial consumer.

- Topics Covered Include:
- CSRS and FERS
 - Social Security Implications
 - Thrift Savings Plans
 - Insurance Needs, Benefits and Options to Include FEGLI and FEHBP
 - Lifetime Fitness and Health
 - Financial Planning and Estate Planning

Signed training requests must be sent to Kathy Dinsmore for registration into the course. Call x66-1679 for further information.

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Editor Betty Flowers
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